

Pension Pulse

A new personalised and simplified communication for members of Defined Contribution and Additional Voluntary Contribution Plans

In our continued efforts to provide an outstanding customer experience, Irish Life Corporate Business have introduced a new value-added communication service, for members of Defined Contribution (DC) and Additional Voluntary Contribution (AVC) plans. The communication is a simplified and personalised one-page document called "Pension Pulse", and contains two key messages:

- Retirement Savings: Are you saving enough?
- Fund Choice: Are you happy with your level of investment risk?

We believe these are the two key areas of DC pension arrangements that members need to understand. Pension Pulse helps to simplify the message around these two key areas and ultimately helps them plan better for their retirement.

Why launch a new communication?

We all know that many people consider pensions complex and boring. Benefit statements issued to members every year are long documents, but are necessary to meet all the legislative requirements.

For this reason, we decided to produce a short, snappy, colourful and modern communication to simplify some key messages and catch the eye of the DC and AVC member.

This is an innovative approach to member communication and the results of market research (carried out by Amarach Research, on our behalf, in 2011) on the concept have been extremely positive. We believe Pension Pulse delivers what members want to see and need to understand.

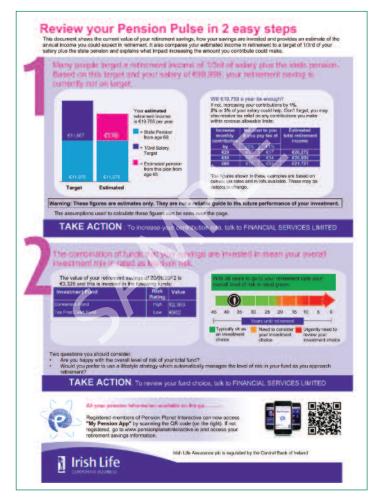
Pension Pulse has 2 key messages to help the member decide if they are saving enough for their retirement expectations and whether they are happy with their level of investment risk.

Pension Pulse is posted direct to members where we have their home addresses, approximately three months after they get their yearly benefit statement. It is also available for you and members to see online through Pension Planet Interactive. Make sure you are registered at www.pensionplanetinteractive.ie

What does it cost?

This communication initiative involves significant investment by Corporate Business, however there is no charge to you or to the members for this service.

What does Pension Pulse look like?





If you would like more information about this initiative please contact your Corporate Business Service Manager.

Contact us

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